

900 Chapel St. | NEW HAVEN, CT 06510 |
TEL: 860-635-5600 | FAX: 203-782-7755 | www.ctlodging.org



To: Honorable Senator Gary LeBeau
Honorable Representative Jeff Berger
Commerce Committee

From: Chuck Moran, Legislative Chair for the Connecticut Lodging Association

Date: February 24, 2011

Subject: Testimony for Public Hearing: Tourism Funding Marketing, SB1022, HB6398, HB6396

Thank you for the opportunity to present this testimony concerning, Tourism Funding Marketing as it relates to SB1022m HB6398 and HB6396.

My name is Chuck Moran, I am the General Manager of the Courtyard by Marriott, Cromwell. I am also the Legislative Chairman for the Connecticut Lodging Association as well as its Past President. This morning I would like to provide information to the Commerce Committee regarding State Tourism Funding models used by other states that provides a leveraged approach to statewide tourism marketing initiatives.

As part of my testimony I am submitting a case study analysis on State Tourism Funding: Equity, Consensus and Accountability Models by Rich Harrill and Betsy Bender of the University of South Carolina, Department of Hotel, Restaurant, and Tourism Management, Columbia, SC. In the case study Harrill and Bender analyze in detail three tourism models, Equity, Consensus and Accountability. While we recognize that a straight increase to the current occupancy tax may seem the easiest way to increase revenue for the State of Connecticut, we would like to see the Commerce Committee to evaluate the following models as alternatives:

- **Equity Model: California Division of Tourism (CalTour)**
The California Tourism Marketing Act and Assessment Program was the first state in the nation to utilize industry elected assessments to partially fund tourism marketing activities. The new money generated by the assessment brought California's yearly marketing budget to approximately \$12 million, elevating the state's tourism budget from 24th to 12th in the nation.

was welcome to attend activities, regardless of ethnic origin, spiritual belief, or gender.
Carol Davidge, Eastford

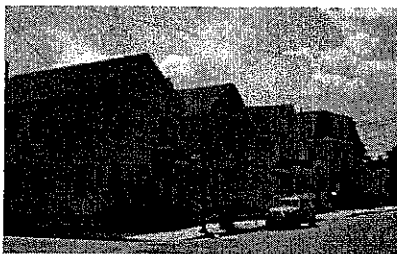
The CT Trust and its grants have been invaluable to historic preservation efforts in Westport...from evaluating a historic barn, to assistance with grant funding application for a preservation plan for a State Archaeological Preserve, to advice on any number of other issues. Trust staff are a simple phone call away and their expertise is essential to our work.

—Maggie Feczko, *Chairman, Westport Historic District Commission*



The CT Trust's field staff and Historic Preservation Technical Assistance Grants have been a tremendously valuable resource to the Hazardville Institute Conservancy Society. As a group of mainly non-professional volunteers, they have helped guide us to determine the logical step-by-step process of restoring our building for municipal and private use. In 2002 we received a \$500 mini-grant from the Trust which allowed us to have a Hazardous Materials Testing/Study performed. This was a critical first step in our journey. In August 2010, through the Trust's assistance and guidance and a grant, we completed a full development plan to update and restructure our goals. The process of conducting the study forced our group to evaluate our goals, develop a mission statement, formulate an adaptive re-use and restoration plan and have a financial analysis done. The grant gave us the opportunity to work with design and construction professionals and essentially map out a blue print to complete the initial phase of our mission: restoration of the Hazardville Institute building. We are now ready to apply for a Restoration Fund grant from the Commission on Culture and Tourism.

—Gretchen Pfeifer-Hall, *Chairman, Hazardville Institute Conservancy Society, Enfield*



The CT Trust's Community Cultural Planning Grant allowed us to actively engage our community and bring their ideas together with proven results from other cities to come up with a road map for taking our revitalization efforts to the next level. Ideas generated included proposals to better utilize our historic waterfront, restore two-way traffic to many downtown streets, and reconfigure urban renewal-era street and parking areas to integrate the adjacent area of historic residences into the renewal happening in downtown.

—Harry A. Smith, *AICP, City Planner, New London*

Connecticut Trust Partners

- Connecticut Commission on Culture & Tourism
- Connecticut Humanities Council
- Connecticut Housing Finance Authority
- National Trust for Historic Preservation
- Connecticut League of History Organizations
- Local preservation organizations/historical societies
- Connecticut Main St Center
- Municipalities
- Trust for Public Land, The Nature Conservancy, Connecticut Housing Coalition, Working lands Alliance, Connecticut Farmland Trust

